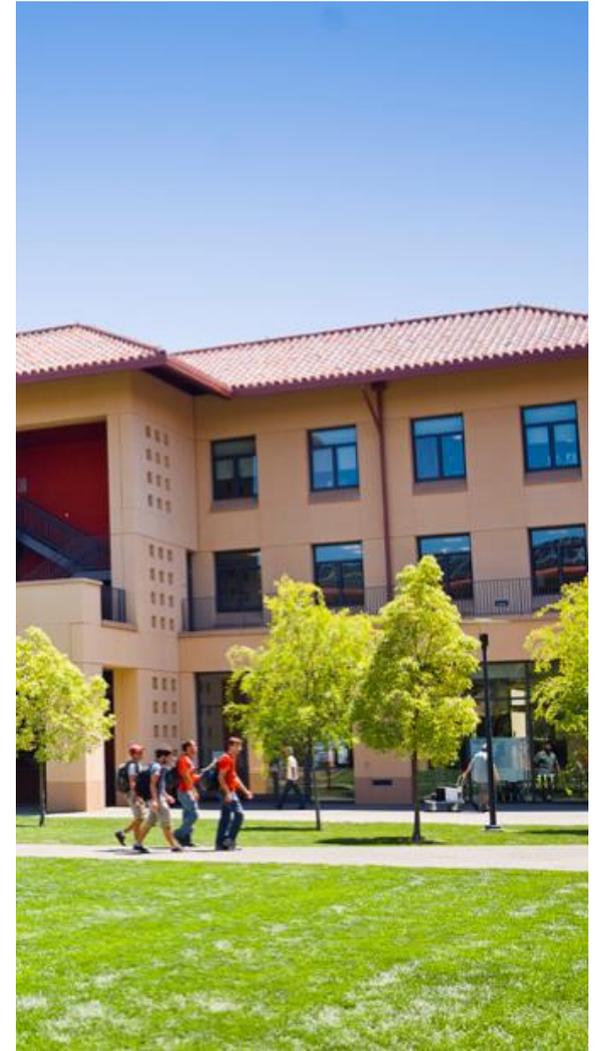


Stanford Latino Entrepreneur Leaders Program

Tiq Chapa and Jessica Salinas
LBAN and Stanford Graduate School of Business

May 10, 2016



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8 Latino business founders breaking down barriers

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Making their million-dollar mark

Latino-founded businesses are booming, yet less than 2 percent of Latino entrepreneurs ever make it past the \$1 million revenue mark, according to the U.S. Census Bureau. Of the 1.4 million Latino-owned companies in the United States, the average has \$156,000 in annual sales, revealed a study from the Latin

Read more

Jetta Productions | Getty Images

American Opportunity

America is missing out on a \$1.4 trillion Latino business opportunity

by Octavio Blanco @CNMONEY

February 16, 2016: 6:09 PM ET

Recommend 2.9K [Social Media Icons]

Social Surge - What's Trending

This 14-year-old could become a vending machine mogul

Man who foresaw oil crash bets against Saudi Arabia



Education: SLEI Fellows Program

Q&A at end of presentation

STANFORD LATINO ENTREPRENEUR LEADERS PROGRAM

6 Weeks To Transform Your Business



The **Stanford Latino Entrepreneur Leaders Program at LBAN** is an investment in **Hispanic business owners** to scale their business through an immersive program that provides owners the **education, networks, mentorship** and **access to capital** to grow their business, create jobs and build a stronger economy.

We know the time it takes to run a successful company. If you are selected for the 6-week program, our goal is to keep the online content to 4-6 hours per week in addition to the time you will schedule with mentors. You only need to be physically at Stanford twice.

The intent of the program is to elevate entrepreneurs. As such, we do not take equity. Due to the generosity of our sponsors, the program costs \$500, only a fraction of the true cost to run this program.

About the program: In addition to mentorship, the custom online course is based on a course developed by two Stanford professors, who are internationally recognized as experts in scaling businesses - **Professor Huggy Rao** and **Professor Bob Sutton**. The course entitled "Scaling Excellence Through Innovation" speaks directly to the scaling issue that our research highlights as key to the success of **Latino Owned Businesses**. We have customized this course by adding content that speaks directly to the unique challenges **Hispanic entrepreneurs** might face in scaling their **businesses**.

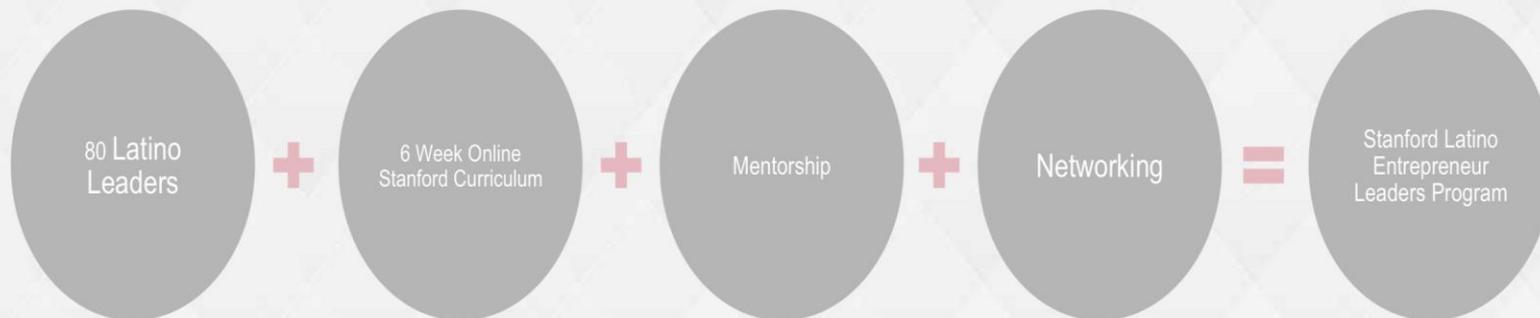
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Apply





Click on Sign to add text and place signatures on a PDF file.

Overview

The Stanford Latino Entrepreneur Initiative (SLEI) Fellowship provides a world-class business curriculum and access to mentorship and resources for Latino business owners looking to scale their companies.



Program Goals

High Level Goal (SLEI):

Double the number of \$1 Million+ Latino Owned Businesses

Program Goals

Program Goals

- Create a customized program that meets the specific needs of Latino business owners
- 80 fellows from across the US complete program
- Build local and national networks that enable fellows to connect to key people and resources. At a minimum each fellow connects to at least one mentor and capital resource

Program Goals

Success Metrics

- 10% of fellows businesses in 5+ years generate 10x of current revenue/employees
- Track companies for growth, employment, new vendors/relationships and partnerships?

Regional Hubs: SLEI Data+Census

Our target fellow markets?

- 1) US Latino Entrepreneurs with \$1 M in Revenue/Series A
- 2) Geographic Diversity



Key
Red=Hub
Yellow=Secondary
Grey=Additional

Customer Needs (Fellows)

“We are being stewards of these entrepreneurs hopes, and thus it is of the utmost importance we do our best and operate to a level of excellence.”

~Professor Huggy Rao

✉ Share your scaling story or question with the authors.

🗣 Book [Huggy Rao](#) or [Robert Sutton](#) for a speech.

🎥 Bob and Huggy talk about the book.

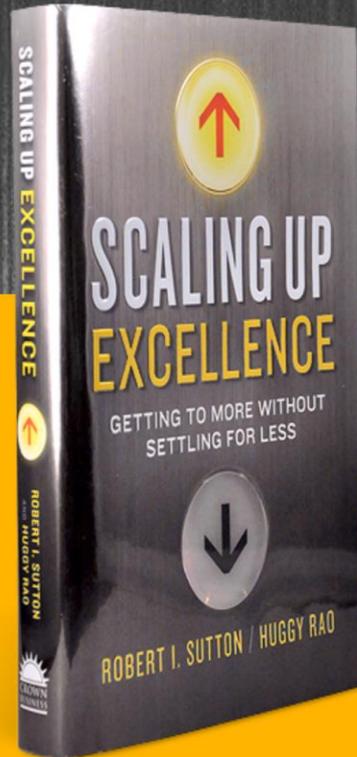


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GOT SOME?
WANT MORE?

Customer Needs (Fellows)

Business owner needs from interviews

- Education
- Network
- Promotional platform for companies
- Resume Building

*Interviewed potential fellows and entrepreneur and investors

Timeline



What we are working on currently

Curriculum Design

- Working with Huggy filmed first video
- Will film 10 more
- Continuing to interview entrepreneurs to understand and adapt curriculum accordingly

Mentorship and Platform

- Platform - working on completing training and on-boarding the first mentors

Interns

- Working with the national programs and building local partnerships

We are building a brand that merges the prestige of Stanford with the persistence and tenacity of our entrepreneurs.

People/Team

Leadership brought to you by.... Professor Jerry Porras, Professor Huggy Rao, Remy Arteaga, Tiq Chapa and **Execution** by Ashley Tillman

We need your help with recommending people to help....

Mentors



Capital
Resources



Fellows



QUESTIONS?

<http://www.latinoentrepreneurship.org/>

Contact: tiqchapa@stanford.edu, (831) 578-2214

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